

*Abstract*

The present invention provides a computer implemented system and method for  
5 facilitating the development of strategic options. As embodied in a computer system, the  
invention, for example, prompts a user to generate strategic options. As the user inputs  
strategic options in response to the prompt, the options are received, stored, and organized  
into a list of strategic options. From the list of strategic options, one or more strategic options  
may be selected for further analysis using predetermined implementation criteria. In one  
10 embodiment implemented on a computer system, the present invention enables a user to  
perform more than one strategic option exercise to develop a number of strategic options.